



DEPARTMENT OF THE NAVY
NAVY RECRUITING COMMAND
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COMNAVCRUITCOMINST 1150.1
N9
15 Oct 2010

COMNAVCRUITCOM INSTRUCTION 1150.1

From: Commander, Navy Recruiting Command

Subj: EVENT SPONSORSHIP REQUESTS AND EVALUATION OF
EFFECTIVENESS

Encl: (1) Pre-Event Assessment and Request Form
(2) Post-Event After-Action Analysis Form
(3) Sample Post-Event Cost Analysis Form

1. Purpose. To issue policy and procedures to assist in requesting, planning, and assessing the effectiveness of events and advertising actions for Navy Recruiting Command.

2. Discussion. All events and advertising efforts represent an investment in resources and require thoughtful evaluation prior to execution, and post-event analysis to evaluate overall event effectiveness and utility. Accurate and timely record keeping are essential to making effective resource decisions. Enclosure (1) provides standard questions used to evaluate event utility prior to committing resources. Enclosure (2) is the After Action Report to report observed effects of the event by the event action officer. Enclosure (3) is used for a cost-analysis of manpower and financial resources dedicated to the event.

3. Timelines, Key Dates, and Action. Each event requires sufficient lead time and planning to allow for Recruiter Assistance Devices (RADs) and promotional item ordering, contract negotiation and payment, media placement, coordination of event assets, and speaker arrangements to ensure maximum effectiveness.

a. Action: Convention support and national expo booths.

(1) N3 Program Managers, N00C. No later than 1 June, provide a list of conventions and booths, estimated cost, and level of support required to N91 events management division. Prior to submission, events shall be evaluated for market, mission objective supported, and historical rate of return as determined by leads generated or community trust generated. First time events shall be carefully evaluated by submitters and annotated as first-time events.

(2) N91 Events Management Division. Ensure events meet budgetary constraints. Provide contract support, national asset support, media materials, and assistance with lead tracking and feedback as required.

(3) N94 Leads Tracking and Analysis Division. Provide Designated Event Code (DEC) for events no later than 60 days prior to event execution. Provide leads tracking report to Navy Recruiting Command (NAVCRUITCOM) event sponsor one week after event, with updates at 30-day intervals for 120 days minimum.

b. Action: Special Event and Sponsorship Requests.

(1) Event Requestor. Submit enclosure (1) along with any pertinent information from the sponsored organization at least 90 days prior to event execution and (no later than 60 days) to allow for proper evaluation, planning, and execution. Special events, to include media placement, shall be evaluated for maximum cost effectiveness. Enclosure (1) is required for all events submitted to NAVCRUITCOM N9, N3, or 00C for consideration. Event requests inside of 90 days shall require approval from NAVCRUITCOM Chief of Staff for further processing. N9 will assist with Fleet Industrial Support Center (FISC) contracts as needed. Events over \$3,000.00 must be submitted to FISC no later than 45 days prior to enable processing and approval.

(2) N91 Events Management Division. Ensure events meet budgetary constraints and provide contract support, national asset support, media materials, and assistance with lead tracking and feedback as required.

(3) N94 Leads Tracking and Analysis Division. Provide DEC for events no later than 30 days prior to event execution. Provide leads tracking report to NAVCRUITCOM event sponsor one week after event, with updates at 30-day intervals for 120 days minimum.

c. After Action Reporting. After action reports shall be completed by the event action officer/requestor using enclosures (2) and (3) and submitted to N9 no later than one week following the conclusion of the event. Information provided shall be the commander's best estimate on rate of return. Higher fidelity tracking for leads (gross, eligible, qualified and interested, and contracts) shall be provided to event requestors by N94 one week after the event, with updates at 30-day intervals for 120 days minimum.

4. Discontinued Events. Some events do not provide sufficient exposure, lead generation, or cost effectiveness to warrant continued support. Sponsorships over \$3,000.00 that are recommended for discontinuation must be briefed to N9 with notification provided to the NAVCRUITCOM Chief of Staff. Event sponsors shall be notified a minimum of six months prior to event execution date of NAVCRUITCOM intentions to enable external event hosts sufficient time to find other sponsors.

5. Responsibility and Review. This instruction shall be reviewed annually by N9.

/s/
W. C. MARVEL
Chief of Staff

Distribution:
Electronic only, via
<http://www.cnrc.navy.mil/Publications/directives.htm>

Pre-Event Assessment and Request Form

Purpose:

To evaluate event potential and determine if execution supports mission objectives and commander's intent.

Requestor: Name/Rank: _____

Dept/Division/Unit: _____

Email: _____ Phone: _____

Name of Event: _____

Event Date: _____ **Event Location:** _____

Estimated Cost: _____

Estimated Demographics/Target Audience

Total Attendance/Audience: _____

- General Age Group(s): _____ K-11 _____ HS _____ College
- _____ Workforce
- Ethnicity % ____Caucasian ____AA ____API ____HISP ____Other

Purpose:

- ☐ Lead Generation
- ☐ Trust Building

Recruiting Objectives:

- | | |
|--|--|
| <input type="checkbox"/> General Officer | <input type="checkbox"/> General Enlisted |
| <input type="checkbox"/> Medical Officer | <input type="checkbox"/> Chaplain |
| <input type="checkbox"/> Reserve Medical | <input type="checkbox"/> NSW/NSO |
| <input type="checkbox"/> NUPOC | <input type="checkbox"/> Nuke Enlisted |
| <input type="checkbox"/> NROTC | <input type="checkbox"/> Diversity (Specify) _____ |
| <input type="checkbox"/> STEM | <input type="checkbox"/> Other (Specify) _____ |

Estimated ROI:

- Gross Leads _____
- Eligible Leads _____
- COI's developed _____

Enclosure (1)

On Scene Commander/Action Officer:

- Name: _____
- Email: _____
- Cell Phone: _____
- Position: _____

- Number and Type of Recruiters (Medical, Nuke, NSW/NSO, etc):
• _____
• _____
• _____
• _____

Requested Speakers (i.e., Rank, Community, Background, Demographic):

Local Assets Used:

National Assets Requested:

Special Event RAD's/Promo's Required? ☐ Yes ☐ No

Comments:

Site Location: _____

Comments:

Commanding Officer Signature

Post-Event After Action Analysis Form

Purpose:

To report event effectiveness, provide recommendations for future participation, and capture commander's overall assessment.

Action: This form shall be submitted to N9 within one week of event conclusion. Email is acceptable.

Event: _____

Date/Location: _____

- Were RADS provided per your request? ☐ Yes ☐ No (if not, explain)

- Did you receive funding in time to execute your event? ☐ Yes ☐ No (if not, explain)

- Were national assets (if applicable) delivered in accordance with your request?

☐ Yes ☐ No (If not, explain)

Actual Attendance (event hosts should be to provide):

Leads Attainment (based on direct observation of On Scene Commander/Action Officer):

- Gross Leads _____
- Eligible Leads _____
- QI's _____

COI Attainment:

Man hours:

- Recruiters _____
- Event Staff _____
- Other Support (specify) _____

Total Cost to Execute Event:

- NRD Cost _____
- NRC Fund Support _____
- Other Funding Source (source/cost) _____

Synopsis:

- Did the event meet your expectations? ☐ Yes ☐ No (explain)

Commander's Assessment (overall observations, recommendations):

Commanding Officer

Sample Post-Event Cost Analysis Form*

FACTORS

Affinity Group	ABCD
Event Name	National Leadership Conference
Purpose	Recruiting
Audience	Students & COIs
Supporting NRD	San Antonio
Start Date	24-Mar-10
# Days	3
# Attendees	275
# Leads	32
# Direct Hires	0
# COI	23
# NRD Personnel	2
# HQ Personnel	4
# Navy Speakers	1
Speaker Names	LT I.M. GOOD
Awards presented to Navy	None
Navy Scholarships	None
Event Contract\$	\$ 14,000
TAD\$	\$ 7,935
Branding Provided	Full page Ad in back of MAES Magazine, Ad on MAES web site, Navy logo on conference bags
Avg \$ Per Man Day	\$ 250
<u>FORMULAS</u>	
Man Days	19
Manpower\$	\$ 4,750
Total\$	\$ 26,685
Total\$/Attendee	\$ 97
Man Hours/Attendee	0.55
Leads/Attendee	12%
Total\$/Lead	\$ 834

* This form is identical to Diversity Speaker's Bureau Assessment form. Excel spreadsheet available from N9 and 00C upon request.